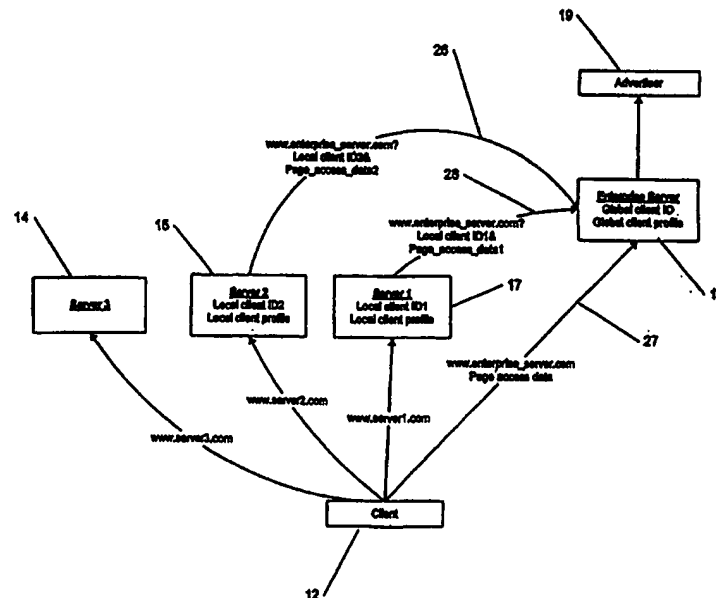




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : G06F 17/30		A1	(11) International Publication Number: WO 99/44159
			(43) International Publication Date: 2 September 1999 (02.09.99)
(21) International Application Number: PCT/US99/04166 (22) International Filing Date: 26 February 1999 (26.02.99) (30) Priority Data: 60/076,179 27 February 1998 (27.02.98) US 60/076,404 27 February 1998 (27.02.98) US Not furnished 26 February 1999 (26.02.99) US (71) Applicant: ENGAGE TECHNOLOGIES [US/US]; 100 Brickstone Square, Andover, MA 01810 (US). (72) Inventor: JAYE, Daniel; 100 Brickstone Square, Andover, MA 01810 (US). (74) Agents: KELLY, Edward, J. et al.; Foley, Hoag & Eliot, LLP, One Post Office Square, Boston, MA 02109 (US).		(81) Designated States: AU, CA, JP, KR, European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE). Published With international search report. Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.	

(54) Title: SYSTEM AND METHOD FOR BUILDING USER PROFILES



(57) Abstract

A computer apparatus and a method are described for establishing a global interest profile of a user. At least one local server and an enterprise server communicate with the user via a communication channel. The local server assigns a local ID to the user. The enterprise server assigns to the user a global ID and links the local ID and local user information with the global ID to form a global interest profile of the user. The identity of the users is not shared between servers, thereby maintaining the privacy of the user. Also described is a method for forming and updating user profiles that operates incrementally and in real time.